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IDENTIFIERS	*Carrots

ABSTRACT

"The Carrot Highway" is a 40-minute award-winning videotape that takes viewers on a whirlwind tour around the world to tell the story of the carrot. This videotape reveals the carrot in all its glory by cleverly integrating live-action, music, animation, videotape footage, and games. Viewers travel with a troupe of animated carrot characters to Afghanistan, where the carrot originated a thousand years ago. The highway continues through Middle Eastern countries to Holland, then to France where the first three varieties of carrot were developed, and finally to the United States where topics such as root selection, hybrid seed development, planting, harvesting, processing and shipping are presented. Viewers visit a nutritionist's lab in Texas and a commercial seed production facility in Idaho. These locations are shown on maps which clearly demonstrate the route of the carrot's worldwide highway. This film interweaves history, geography, science, math, and agribusiness. The Companion Activity Guide contains over 100 pages of imaginative carrot games and a variety of teaching ideas. Activities incorporate numerous disciplines including language arts, social studies, science, health, math, art, and self esteem. Additional activities are broken down into grade-appropriate categories and contain lesson ideas for poetry and story writing; computer, mathematics, and science problem solving; trips to grocery stores; calendar activities; and physical education games. (DKM)

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